

Reg. No .....

Name .....

23U550

**B. A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**  
**SEMESTER 5 : MASS COMMUNICATION AND JOURNALISM MODEL - I**  
**COURSE : 19U5CRBCJ9 : DEVELOPMENT COMMUNICATION**  
*(For Regular 2021 Admission and Supplementary 2020 Admission)*

Time : Three Hours

Max. Marks: 75

**PART A**  
**Answer All (1 mark each)**

1. What is individual modernization?
2. What is "Yakshasana"?
3. What is triability?
4. Who is Everette M Rogers?
5. What is social marketing?
6. Define Westernization?

**(1 x 6 = 6)**

**PART B**  
**Answer any 7 (2 marks each)**

7. What are the three types of digital divide?
8. What are the major functions of UNFPA.
9. Mention the major role of WHO in development.
10. What are the two major community activities used for social change?
11. Who are laggards?
12. What is development idealism?
13. What is GDP?
14. What is Public Distribution System?
15. What is problem posing?
16. How Sevaes defines participatory community for development?

**(2 x 7 = 14)**

**PART C**  
**Answer any 5 (5 marks each)**

17. Explain Daniel Learners development communication ideologies.
18. Trace the salient features of 'another development paradigm'?
19. Explain the objectives of SITE.
20. What are the possible ways to enhance the community channel? Discuss.
21. How can we use folk media for social change? Explain with example.
22. Explain the five main factors that influence the adoption of an innovation.
23. How does a development community campaign differs from the general community?
24. Explain the Walt Whitman Rostow's linear stages of growth model in detail .

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Explain the different approaches to development with example.
26. What is dialogue according to Paulo Freire? Explain its characteristics with example.
27. Explain the key features of structuralist and dependency theories.
28. Do you think regional television is good for the health of democracy? Give reasons.

**(15 x 2 = 30)**